



Goals and Objectives

Defining goals and objectives based on citizen concerns

2.1 Introduction

The vision statement, goals, and objectives contained within this chapter are the result of the collective ideas and energies of numerous citizens, elected officials, and City staff. While the vision statement represents an image of what Round Rock should strive to become in the future, the goals and objectives are a long-range statement of public policy. As such, they are the foundation of the General Plan 2000 and provide a focus for the information contained in Chapters 3 through 10. Thought of another way, the goals and objectives represent a litmus test against which we compare other portions of the Plan.

Goals and objectives provide the basis for guiding future development in Round Rock. But a mere desire for change will not necessarily lead to the achievement of a community vision. Implementation tools, such as the City's Strategic Plan, new or revised development standards, neighbor-hood action plans, and special area studies provide the means to achieve this vision. The City's Strategic Plan will serve as the most significant mechanism to ensure the timely implementation of the General Plan 2000's adopted goals and objectives. Within a specified time period, the Strategic Plan will implement each goal and objective listed herein.

When the goals and objectives of the General Plan are integrated with subsequent plans and ordinances, the community vision, goals, and objectives are preserved and made viable over time. More specifically, consistent plans and ordinances help the City grow in an orderly fashion, preserve our neighborhoods and historic areas, revitalize or improve existing areas, and ensure new development is compatible with current development. Only when such changes have occurred will a community vision be realized.

2.2 Vision Statement

Round Rock is a diverse, historic, and family-oriented community with a distinct identity as a desirable place to live, work, and play. Residents, government, and business are committed to working together to build a more viable community.

2.3 Goals and Objectives

TRANSPORTATION

Goal 1 Round Rock will ensure a safe and efficient transportation system that provides increased access and mobility for all residents. Transportation and land use policies will maximize the efficiency of our system at both the local and regional levels.

OBJECTIVES:

- 1.1. Ensure a local transportation system, which includes roadways, sidewalks, bike lanes, and hike/bike trails, that provides citizens with options to drive, walk, and bike to local destinations safely and efficiently.
- 1.2. Strengthen roadway and parking standards to include design features that enhance safety and circulation and provide buffering for residential neighborhoods.
- 1.3. Study the feasibility of developing a local transit system to provide additional transportation choices for citizens.
- 1.4. Protect the function of the City's arterial roadway system by adopting land use and access policies that concentrate high intensity land uses, minimize strip development, and limit direct driveway access and curb cuts along major roadways.
- 1.5. Encourage a blending of land uses to promote easy access to work and shopping from residential areas.
- 1.6. Require traffic impact analyses for new developments that will generate high volumes of traffic.
- 1.7. Provide leadership in the development of State Highway 45 and State Highway 130.
- 1.8. Explore options for participating in a regional rail system.

CITIZEN INVOLVEMENT

Goal 2 Round Rock will develop clear avenues of communication with citizens.

OBJECTIVES:

- 2.1. Engage citizens in an ongoing dialogue about City policies and programs to instill an attitude of trust and understanding in local decision making.
- 2.2. Use appropriate types of media, including local access television and the City's internet website, to keep citizens apprised of public hearings and other forums for citizen involvement.

UTILITIES & DRAINAGE

Goal 3 Round Rock will provide efficient utility services and drainage systems with future land use needs in mind. Utility service extension policies will be coordinated with the City's financial capacity.

OBJECTIVES:

- 3.1. Ensure that municipal utility and drainage systems are sized to accommodate future development without compromising service to existing customers.
- 3.2. Provide leadership in developing a regional water system.
- 3.3. Continually improve and maintain utility and drainage systems.
- 3.4. Develop a "reuse" water utility.
- 3.5. Continually work with other public utilities to promote high quality service to customers.
- 3.6. Use a cost-effective business management approach to provide City utility service.

ECONOMIC DEVELOPMENT

Goal 4 Round Rock will expand and diversify its economic base to provide greater employment opportunities, access to a broader range of goods and services, and an increased non-residential tax base to lessen the tax burden on homeowners.

OBJECTIVES:

- 4.1. Expand recruitment efforts to include non-high technology industries, thus decreasing the City's strong dependence on the high technology sector.
- 4.2. Explore the potential for attracting additional retail, business services, and hotel/motel establishments.
- 4.3. Develop economic development policies that ensure high quality development.

NEIGHBORHOOD PRESERVATION

Goal 5 Round Rock will strengthen policies and programs that preserve neighborhood integrity. Round Rock will establish and adhere to strong development standards to reduce future maintenance costs.

OBJECTIVES:

- 5.1. Reinvest in the infrastructure of the City's older areas.
- 5.2. Ensure strong, consistent code enforcement to maintain neighborhood integrity.
- 5.3. Investigate methods and incentives to bring existing developed property into conformity with new ordinances.
- 5.4. Ensure that non-residential uses, higher density residential development, and roadways are compatible with adjacent single-family neighborhoods by requiring new or increased design and buffering standards.
- 5.5. Avoid the creation of large concentrations of apartments in any one area of the City.
- 5.6. Continue the Neighborhood Planning Program to facilitate neighborhood based initiatives to define problems, establish priorities, and develop solutions for specific neighborhood concerns.
- 5.7. Encourage the use of landscape materials that are native and drought tolerant to provide for better long-term maintenance.
- 5.8. Strengthen building and fencing maintenance requirements.

HISTORIC PRESERVATION

Goal 6 Round Rock will protect and enhance its historic areas.

OBJECTIVES:

- 6.1. Explore the development of new historic districts, including one along the Palm Valley corridor.
- 6.2. Enhance Round Rock's historic districts to preserve their identity.
- 6.3. Develop long term goals for the City's historic districts in an effort to promote their economic viability.

CITY IDENTITY & APPEARANCE

Goal 7 Round Rock will emphasize its role as a strong residential community and a major employer in the Central Texas region by strengthening and enhancing the City's identity and visual appearance.

OBJECTIVES:

- 7.1. Establish significant entry signs using native materials, landscaping, and appropriate lighting at the edge of the extraterritorial jurisdiction (ETJ) on major roadway entrances into Round Rock.
- 7.2. Consider the development of new special districts along major transportation corridors with increased landscaping, architectural, and signage standards.
- 7.3. Develop architectural, building articulation, site-plan, and street-scaping standards to enhance overall City appearance, particularly for developments along key corridors.
- 7.4. Increase landscaping standards and provide for increased street trees in appropriate areas.

INTERGOVERNMENTAL COOPERATION

Goal 8 Round Rock will encourage cooperation and collaboration with local governments and institutions.

OBJECTIVES:

- 8.1. Improve communications between City of Round Rock officials and School District officials to coordinate land use, transportation, and facility-siting plans.
- 8.2. Increase cooperation with neighboring communities to facilitate a coordinated approach to regional planning issues.

PARKS, OPEN SPACE, AND THE ENVIRONMENT

Goal 9 Round Rock will continue to acquire and maintain open space for parks, greenbelts, and recreational facilities using existing natural features whenever possible.

OBJECTIVES:

- 9.1. Update the Parks Development Guide to include an implementation program for the development of hike/bike trails, neighborhood parks, community parks, preserves, and natural areas.
- 9.2. Regularly update plans to address specific needs for additional sports fields and practice areas.
- 9.3. Continue to acquire parkland through the developer dedication process when appropriate. When necessary, purchase land that has potential recreational value.

HOUSING OPPORTUNITIES

Goal 10 Round Rock will reaffirm its commitment to diverse housing opportunities.

OBJECTIVES:

- 10.1. Ensure the availability and affordability of a variety of housing for all Round Rock citizens, including the young, elderly, singles, families, and citizens with special needs.
- 10.2. Encourage a mix of affordability throughout the City.
- 10.3. Distribute housing types throughout the City, without concentrating any particular type of housing within one area of the City.
- 10.4. Encourage creative non-profit/for-profit partnerships to develop

workforce housing with the appropriate services sited nearby (daycare, health-care and elder-care, etc.).

SOCIAL & COMMUNITY SERVICES

Goal 11 Round Rock will accommodate the social and community services needed by our expanding population.

OBJECTIVES:

11.1. Encourage support for the needs of citizens by allowing for the availability of housing with close proximity to daycare, senior centers, schools, and health care.

11.2. Establish partnerships between the City, local businesses, and social service providers to address social service needs.

11.3. Maintain a safe environment for all citizens and aggressively address criminal activity throughout the City by developing partnerships with the community.

PUBLIC FACILITIES

Goal 12 Round Rock will provide facilities to meet the needs of both residents and city employees.

OBJECTIVES:

12.1. Ensure City facilities and equipment meet the needs of City employees and City residents with attention to maintenance, modernization, and expansion.

12.2. Ensure funding for the scheduled openings and operations of new public facilities.